What is Claimed Is:

1. A method in an executable system for controlling execution of an executable voice application, the method comprising:

storing an extensible markup language (XML) control document specifying at least one application control parameter for execution of the executable voice application in an application runtime environment generated by the executable system; and

parsing the XML control document for execution of the executable voice application by the application runtime environment according to the at least one application control parameter.

2. The method of claim 1, wherein the storing step includes first generating a first XML tag that specifies, for the corresponding at least one application control parameter, service location information for accessing a first prescribed service by the executable voice application.

3. The method of claim 2, wherein the storing step further includes second generating a second XML tag that specifies, for a second corresponding application control parameter, service location information for accessing a second prescribed service by the executable voice application.

4. The method of claim 3, wherein the first and second prescribed services are IMAP and LDAP services, respectively.

5. The method of claim 1, further comprising controlling execution of a second executable voice application by parsing the XML control document for execution of the second executable voice application according to the at least one application control parameter.

6. The method of claim 1, wherein the parsing step includes selectively parsing the XML control document for execution of the executable voice application for a first subscriber.

7. The method of claim 6, further comprising:

storing a second XML control document specifying at least a second application control parameter for execution of the executable voice application in the application runtime environment for a second subscriber; and

selectively parsing the second XML control document for execution of the executable voice application by the application runtime environment for the second subscriber according to the at least the second application control parameter.

8. The method of claim 1, further comprising generating an XML log document having a log entry that specifies an occurrence of an event in response to the execution of the executable voice application.

9. The method of claim 8, wherein the step of generating the XML log document includes generating first, second and third XML tags specifying a log element type, a log element attribute, and log element data for the event, respectively.

10. The method of claim 8, wherein the step of generating the XML log document further includes generating the first XML tag to specify at least the log element type from a plurality of available log element types.

11. A method in an executable system for generating a log file that specifies an occurrence of an event in response to execution of an executable voice application, the method comprising:

generating an XML log document having a log entry that specifies the occurrence of the event in response to the execution of the executable voice application, the generating step including generating first, second and third XML tags specifying a log element type, a log element attribute, and a log element data for the event, respectively; and

outputting the XML log document for storage on a tangible medium.

12. The method of claim 11, wherein the step of generating the XML log document further includes generating the first XML tag to specify at least the log element type from a plurality of available log element types.

13. The method of claim 12, wherein the step of generating first XML tag includes specifying a selected group of the available log element types within the first XML tag, each log element type of the selected group of the available log element types specifying a corresponding relevance to the occurrence of the event.

14. The method of claim 11, wherein the generating step further includes generating a fourth XML tag that specifies the executable voice application that generated the log entry.

15. The method of claim 11, wherein the generating step further includes generating a fourth XML tag that specifies a log code that represents a prescribed event based on a log code index that correlates the log code to the prescribed event.

16 A system configured for controlling execution of a voice application, the system including:

a computer-based system configured for generating an extensible markup language (XML) control document, for controlling execution of the voice application, that specifies a corresponding application control parameter for execution of the executable voice application in an application runtime environment; and

a storage medium configured for storing the XML control document for parsing in the application runtime environment.

17. The system of claim 16, wherein the computer-based system includes an application server configured for generating the application runtime environment for execution of the voice

application, the application runtime environment configured for parsing the stored XML control document and executing the voice application based on the application control parameter.

18. The system of claim 17, wherein the computer-based system is configured for generating a plurality of the XML control documents for respective subscribers, the application server parsing a selected one of the XML control documents for execution of the voice application for the corresponding subscriber.

19. The system of claim 17, wherein the computer-based system is further configured for generating an XML log document having a log entry that specifies an occurrence of an event in response to the execution of the executable voice application.

20. The system of claim 19, wherein the computer-based system generates the log entry by generating first, second and third XML tags specifying a log element type, a log element attribute, and log element data for the event, respectively.

21. The system of claim 20, wherein the computer-based system generates the first XML tag to specify at least the log element type from a plurality of available log element types.

22. The system of claim 16, wherein the computer-based system generates for the XML control document a first XML tag that specifies, for the corresponding application control parameter, service location information for accessing a first prescribed service by the executable voice application.

23. The system of claim 22, wherein the computer-based system further generates a second XML tag that specifies, for a second corresponding application control parameter, service location information for accessing a second prescribed service by the executable voice application.

24. The system of claim 22, wherein the first and second prescribed services are IMAP and LDAP services, respectively.

25. A system for executing a voice application, the system including:

a computer-based system configured for generating an XML log document having a log entry that specifies an occurrence of an event in response to execution of the executable voice application, the computer-based system supplying within the log entry first, second and third XML tags specifying a log element type, a log element attribute, and a log element data for the event, respectively; and

a storage medium for storage and retrieval of the XML log document.

26. The system of claim 25, wherein the computer-based system is configured for generating the first XML tag to specify at least the log element type from a plurality of available log element types.

27. The system of claim 26, wherein the computer-based system is configured for generating a group of the available log element types within the first XML tag, each log element type of the selected group of the available log element types specifying a corresponding relevance to the occurrence of the event.

28. A computer readable medium having stored thereon sequences of instructions for controlling execution of a voice application by an executable system, the sequences of instructions including instructions for performing the steps of:

storing an extensible markup language (XML) control document specifying at least one application control parameter for execution of the executable voice application in an application runtime environment generated by the executable system; and

parsing the XML control document for execution of the executable voice application by the application runtime environment according to the at least one application control parameter.

29. The medium of claim 28, wherein the storing step includes first generating a first XML tag that specifies, for the corresponding at least one application control parameter, service location information for accessing a first prescribed service by the executable voice application.

30. The medium of claim 29, wherein the storing step further includes second generating a second XML tag that specifies, for a second corresponding application control parameter, service location information for accessing a second prescribed service by the executable voice application.

31. The medium of claim 30, wherein the first and second prescribed services are IMAP and LDAP services, respectively.

32. The medium of claim 28, further comprising instructions for performing the step of controlling execution of a second executable voice application by parsing the XML control document for execution of the second executable voice application according to the at least one application control parameter.

33. The medium of claim 28, wherein the parsing step includes selectively parsing the XML control document for execution of the executable voice application for a first subscriber.

34. The medium of claim 33, further comprising instructions for performing the steps of:

storing a second XML control document specifying at least a second application control parameter for execution of the executable voice application in the application runtime environment for a second subscriber; and

selectively parsing the second XML control document for execution of the executable voice application by the application runtime environment for the second subscriber according to the at least the second application control parameter.

35. The medium of claim 28, further comprising instructions for performing the step of generating an XML log document having a log entry that specifies an occurrence of an event in response to the execution of the executable voice application.

36. The medium of claim 35, wherein the step of generating the XML log document includes generating first, second and third XML tags specifying a log element type, a log element attribute, and log element data for the event, respectively.

37. The medium of claim 35, wherein the step of generating the XML log document further includes generating the first XML tag to specify at least the log element type from a plurality of available log element types.

38. A computer readable medium having stored thereon sequences-of instructions for generating a log file that specifies an occurrence of an event in response to execution of an executable voice application by an executable system, the sequences of instructions including instructions for performing the steps of:

generating an XML log document having a log entry that specifies the occurrence of the event in response to the execution of the executable voice application, the generating step including generating first, second and third XML tags specifying a log element type, a log element attribute, and a log element data for the event, respectively; and

outputting the XML log document for storage on a tangible medium.

39. The medium of claim 38, wherein the step of generating the XML log document further includes generating the first XML tag to specify at least the log element type from a plurality of available log element types.

40. The method of claim 39, wherein the step of generating first XML tag includes

specifying a selected group of the available log element types within the first XML tag, each log element type of the selected group of the available log element types specifying a corresponding relevance to the occurrence of the event.

41. The medium of claim 38, wherein the generating step further includes generating a fourth XML tag that specifies the executable voice application that generated the log entry.

42. The medium of claim 38, wherein the generating step further includes generating a fourth XML tag that specifies a log code that represents a prescribed event based on a log code index that correlates the log code to the prescribed event.